



# Impact Report 2017



## WHO ARE WE?

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El Pozo de Vida (EPDV) is an NGO that fights to eradicate human trafficking in Mexico.

EPDV is committed to the prevention, intervention and the restoration of children, families, and communities vulnerable to this crime; for them to be free and to build a life project.



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This has been a year of growth; of seeing some of our dreams go and others be born, of trusting more and being able to do some things even better of discovering our vulnerability and discovering that from there comes even greater strength. El Pozo de Vida now has 7 different projects fighting against human trafficking in the areas of prevention, intervention, and restoration. We now have 42 members of staff and our efforts have extended beyond Mexico City reaching up to 5 different states across the country.

At the end of last year we were selected by the Mexican Federal Government to represent the efforts of NGO's fighting against human trafficking at a forum in Washington, D.C. with other organizations representing the United States and Canada. It was a great honor to receive this recognition for our work.

This year we will begin two new projects. The first will offer vocational training to women coming out of prostitution and the second is establishing a justice school to train a new generation of freedom fighters in Brazil.

However growing has not been easy. It is a challenging and sometimes painful process that is full of continuous learning. And as we look back at all that we have experienced, we are filled with great hope for the future. There is still a great deal to be done to complete this mission, but each small accomplishment allows us to see that God goes ahead of us in this path.

Benny and Janice Yu



## MISSION

El Pozo de Vida fights against human trafficking through prevention, intervention, and restoration of children, families, and communities; for them to be free, healthy, and build a life project.

## VISION

In 2021 El Pozo de Vida aims:

- To be a recognized and expert organization in the areas in which it works. And to transform the commercial system, demand and justice in human trafficking.
- To be established as an economically stable organization.
- To have a healthy and trained team.
- For our survivors to attain a higher level of education, have a defined and implemented life project.
- For our survivors to be emotionally stable, physically healthy and make assertive decisions.
- For the families and communities to be conscious of the damage that can be done within human trafficking and for them to not discriminate nor re-victimize the survivors.
- To influence the way Mexico's justice system functions and that it fairly judges traffickers and consumers of human trafficking.
- That the system will fight for the victims and their reintegration.
- That there will be a change in the perception of society that the fault is not of the victims and that women are not seen as sexual objects.



## OUR VALUES

- Self-determination.  
Be respectful of the autonomy for making decisions and actions of the survivors, always keeping in mind that said decisions and actions do not harm their physical, mental, or social well-being.
- Individualization.  
Each survivor holds their own characteristics, which allows them to be unique and unrepeatable; with that in mind we shall design the way in which we attend to them.
- Confidentiality.  
Appropriate use of information that is shared with us by a survivor is highly valued; avoiding the divulgation of any aspect of their story that would put the survivor or any third party at-risk.
- No judgement.  
Not passing judgement of value, therefore it is mandatory that we establish objectivity as a pillar of collaboration and intervention.
- Respect.  
We accept the perspectives and cultural beliefs of every survivor.
- No discrimination.  
We treat each survivor equally, regardless of their color, social class, race, language, culture, religious beliefs, political beliefs, sexual preference or any other factor.
- Responsibility.  
We value commitment to each task that we complete; being conscious of the scope or consequences due to their completion.



# STRATEGIC ROUTE 2018-2021

1

Increase the impact of our programs, expanding their reach and deepening their relevance.

2

Strengthening the connections and alliances that allow us to better help and equip our team.

3

Strengthening and institutionalizing the operation of EPDV that will allow us to simplify our processes and focus our energies in performing better.

4

Strengthening the internal and external communication so that everyone has the necessary information to bring freedom.

5

Consolidation in the process of raising funds to secure the subsistence of the project.



# HOW WE BRING FREEDOM



## *Prevention*

If we can attend to the root of the problem we can prevent it from getting worse in a few years. This is why we spend a great deal of our efforts on sharing valuable information with the youth of this generation, so that they do not become future victims or pimps and at the same time create awareness on them so they do not become consumers.



## *Intervention*

It is necessary to go where the victims are. We cannot expect them to become free if we do not break the chains that they are bound to. For this reason we go to the streets, the plazas, migration centers and the dark places, to meet the victims where they are and in doing so give them a new option for life.



## *Restoration*

To bring freedom is the first step, but there is a long way to go before finding restoration. The healing of their hearts, restoring their hope and renewing their spirit are all part of a process that requires trustworthy and loving people to walk with them, listen to them, give them structure and above all else, love the survivors.





# OUR STORY

2010

We are called to join the fight against human trafficking in Mexico and we create our safe home to attend to the young women, under the age of 18, that are rescued.

2011

We create the transition home, a project that was birthed for all of the young women, over the age of 18, that leave the safe home but are still in need of support.



2011

We start to work with the beauty salon, Corazon Gomer, in Merced. This project would later be adopted by EPDV and is now known as the program Dunamis.

2013

After an experience within the migrant station, our founder organized a team to start visiting the migrant station in Iztapalapa and the Dreams program begins.

2013

In partnership with Operation Blessing Mexico, we begin a program called '1 for the prevention of human trafficking. We also used this program to target thousands of young men and women in the school system.



2015

This year we begin our first generation of Nunayu, a program to empower women that were trafficked at a very young age and to get them out of prostitution.

2016

The program Awake is taken to the olympic games in Rio, bringing awareness to the problem of human trafficking to many people and contributing to the prevention of this crime.

2017

We buy and open our own safe home, giving security and establishment to the women.







# OUR PROGRAMS

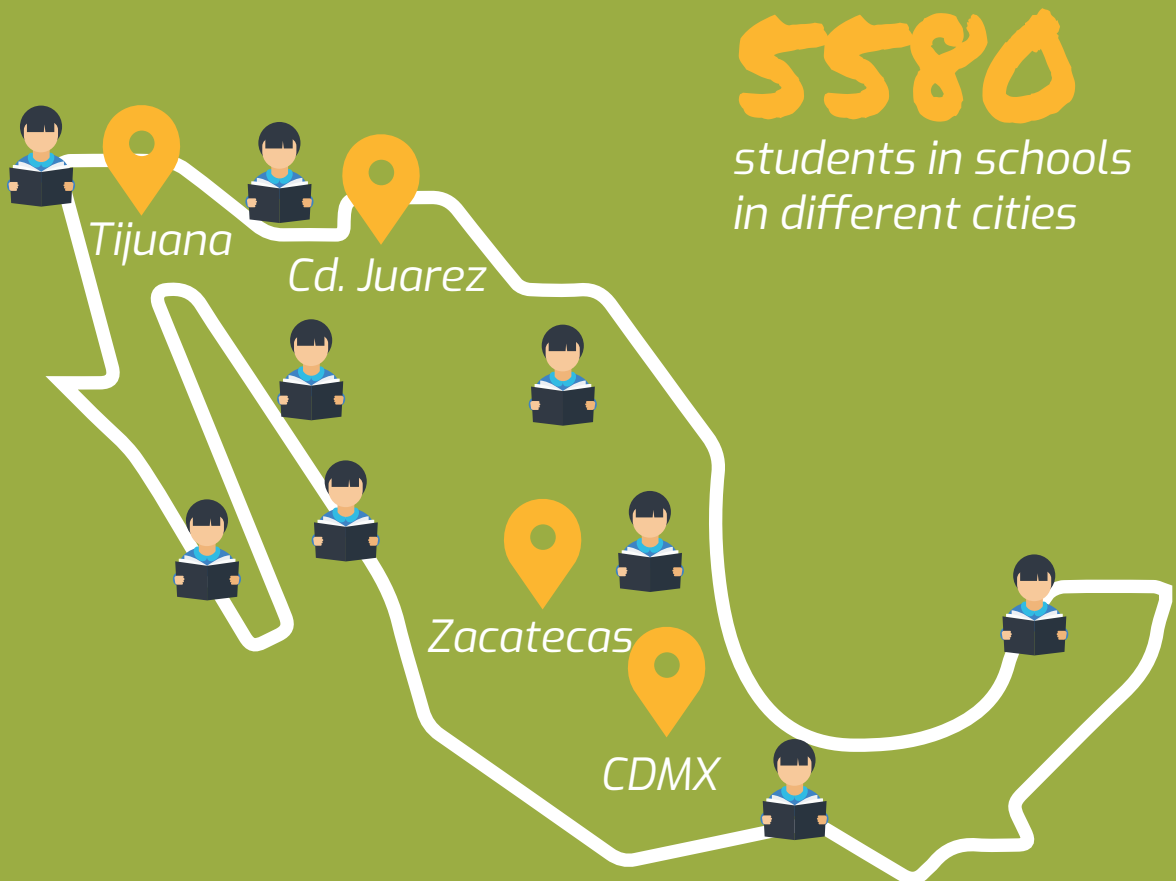
- 1a1 Movement Against Slavery
- Dunamis
- Dreams “Stories that transform”
- Block Party
- Safe House (Refuge)
- Transition Home
- Nunayu
- Sahl+1
- Social Work



**WE AIM TO  
MOBILIZE YOUNG  
PEOPLE AND  
SOCIETY FOR THEM  
TO TAKE CONCRETE  
ACTION IN  
PREVENTION.**

Young people are a group of especially vulnerable people and for this reason we have developed the informative kit in partnership with other organizations and the local government of Mexico City. It is specifically designed for schools in the public system which has an informative flyer and three internationally recognized documentary videos. In the first year, there were 35,000 copies distributed in middle schools across the delegation Cuauhtemoc, one of the areas with the most human trafficking in Mexico City.

1A1 seeks to educate, create awareness and prevent human trafficking in different sectors of our society with a particular emphasis towards young people, being that they are very vulnerable to become victims of this crime. One of the most efficient forms of establishing contact with this group of people is through schools.





Since 2016, we have used technology to make people aware of the situation of human trafficking on an international level through the AWAKE VR Experience. This is a series of videos in virtual reality where several different victims share their testimonies.

In collaboration with Independence Studios, Operation Blessing International and Operation Blessing Mexico, we facilitate a program called the AWAKE VR Experience in different places to bring awareness. The objective is to connect the participants with the victims and in that way, they can hear the voices of those that have been knocked down. They are introduced to the people and their experiences in order to know the stories of those that were once invisible.



# 1500

people were able to experience the stories of the victims within the VR in the Super Bowl LI in Houston, Tx.





# Dynamis

**IN THIS COMMUNITY  
CENTER THE WOMEN  
HAVE CREATED TIES OF  
FRIENDSHIP AND TRUST  
AND HAVE BEGAN TO  
CULTIVATE SUPPORTIVE  
AND HEALTHY  
RELATIONSHIPS.**

One of the main red light districts in Latin America is in La Merced. This area has turned into one of the most important points in the city where sexual exploitation of minors occurs.

This intervention project utilizes a community center to provide workshops, trainings, therapy, and spiritual accompaniment to women in prostitution and in that way extend to them the opportunity of a new life.

## 280

mujeres asistieron  
con regularidad a las  
actividades

## 80%

más que el año  
anterior

In this center there are individual and group therapy sessions, counseling, provided meals, education, training in searching for a job and the opportunity to build a supportive relationship with the staff. The center is now known as a safe place for the women, empowering them within a harmonious and warm environment.





This year we were able to finish the construction and remodeling of the community center's kitchen, this allowed us to expand the variety of workshops, provide new services and create deeper bonds with our community.

*The girls can discover and develop their abilities with the purpose of leaving prostitution. They take english classes, cooking and baking as well as finding someone to walk with them.*

*Provided workshops:*

- Monday: English class
- Tuesday: Problem solving class
- Wednesday: Cooking class
- Thursday: Zumba
- Mobile beauty salon once per month

*Offered daily:*

- Shared meals
- Low-cost thrift store
- Spiritual Accompaniment

*"I want to tell you that I have found a new family: you. Thank you for coming out to find us, out there, where we only find humiliations, and receiving us here with so much love. Thank you for bringing us hope and making me feel loved."*

- Dunamis user

*"It is a door to hope for many girls, a place where they are loved and they are seen as equals, they are sheltered and empowered to live life fully"*

- Steph Sugía  
Dunamis volunteer



PREVENTION

We give the necessary information to the migrants about human trafficking and about its connection to immigration. We talk about the variants of the crime, its numbers, modes of action and what they can do to avoid falling into this. On the other side, we give the children tools to raise their voice against the threat of sexual violence that they are potential victims of. We do this through stories, games and crafts that expose them to the information and help to prevent the situation.

DETECCION

Using art as a tool we create trust and dialog that generate significant links with people. We take on the task of listening to their life stories and in those stories, detect 'red flags' that would lead us to notice a victim or possible victims. After notifying the immigration authorities of possible cases, we accompany the migrants and their children in the process of restoration of a person immersed in this situation.

ACCOMPAINMENT

During their stay at the migrant station, we accompany them to grow their faith, emotionally and spiritually, as we know that their stay at the station is nowhere near easy. Through our call for them to exercise their spirituality, it allows them to revive their hopes and strengthen themselves as well as those around them. Also, our team is trained in Psychological First Aid to know what to do in a situation of crisis, to be able to handle some type of trauma or emotional containment.





**1886 WOMAN**  
participated in the prevention  
program

**226%**  
more than last year

**3310 MIGRANTS**  
were part of the pastoral  
accompaniment

**220%**  
more than last year

**28 CHILDREN**  
victims of sexual violence  
received support

**27%**  
more than last  
year

**2145 WOMEN**  
participated in art therapy  
activities

**17%**  
more than last year

**36 VICTIMS**  
of human trafficking  
received orientation  
and support

**16%**  
more than last year

**WE WORK WITH MIGRANTS  
IN THE PROCESS OF  
DEPORTATION WITHIN THE  
MIGRANT STATIONS IN  
MEXICO AND A FEW PLACES  
IN CENTRAL AMERICA.**

**WE AIM TO PROVIDE  
ATTENTION, ORIENTATION AND  
ACCOMPANIMENT TO VICTIMS  
AND POTENTIAL VICTIMS OF  
HUMAN TRAFFICKING WITHIN  
THE MIGRANT STATIONS OF  
MEXICO.**



# BLOCK PARTIES

*This year more than 150 volunteers were taken to the streets through their passion for freedom, to interrupt the sexual traffic in the city.*

*We decorate the streets, give free food and play live music. Our desire is to provide a friendly atmosphere, to share love and support the women that are working on the streets. We have been witnesses to women that have shared their needs and we have helped them to find jobs and a safe place to finally leave the streets.*



# WHERE?



- Sullivan
- Merced
- BuenaVista

**5** Block Parties this year

**33% +**  
*que el año anterior*

**+750** volunteers

**12% +**  
*que el año anterior*

**118** women participated in the parties

**15% +**  
*que el año anterior*

**81** clients received support



*The objective of the safe house in EPDV is to fill the lives of the rescued girls with hope and light. These girls were victims of trafficking with the explicit purpose of sexual and labor exploitation. In many cases, these girls were classified by the government or by other homes as in high risk or high demand cases.*

*The victims receive holistic care including: medical care, education, social skills, individual and family therapy, spiritual counseling and legal guidance.*

*This year, with the help of all of our donors, we were able to purchase a property to establish a home to offer these girls their own space so that they may say, "this is my home." It's a more comfortable place, spacious, that permits better development and a greater quality of life.*

*Each survivor receives the following:*

- General attention and care
- Social attention
- Psychosocial therapy
- Academic and personal development
- Justice and legal advisement



## Survivors that have been assisted:

2011 - 11  
2012 - 17  
2013 - 30  
2014 - 20  
2015 - 21  
2016 - 18  
2017 - 14





CASA  
TRANSITORIA

*What happens to a girl from the safe house when she is of legal adult age? In 2014, we opened the first transition home in Latin America.*

*The house is open to survivors over the age of 18 that need support to start and live an independent life. They come into the house by their own free will and have the option to stay 3-24 months while they look for job alternatives, enter a study program, and save money to start their new life.*

In may of 2014, the Transition Home opened its doors to the first survivors coming out of the safe house using a Biopsychosocial Attention Model. This is run from two perspectives:

A general process for treatment and attention. The idea is to extend worthy and safe asylum, emotional and spiritual support, recreation and access to medical services; accompaniment in the process of social reintegration and the forming of social tools. Also learning how to manage the support systems and family links.

An individualized and integral attention plan. Considering that each one of the survivors has different issues and needs, each case is taken on in a personalized manner, including medical treatment, psychological treatment, psychiatric care, education, and work training.

*Each survivor receives the following services:*

- General attention and care
- Social attention
- Psychosocial therapy
- Academic and personal development
- Justice and legal advisement

**Survivors**

2014 - 5  
2015 - 11  
2016 - 10  
2017 - 6





*Nunayū is an economic project of women in search of new dreams.*

*The first generation of women were 8 in total and work in jewelry design and manufacturing.*





They also are offered workshops in art therapy, nutrition, english, zumba (taught by one of our girls), bible studies, counseling and social service.

Nunayu was birthed in March of 2015 as a project of micro business to give the option of alternative work for women in search of new dreams.

We focus on this section of society as these women were trapped in the industry for 10, 20 or even 30 years, at a time when human trafficking was only a myth.

Nunayu was designed to give work to these girls that due to lack of opportunities or experience in some work trade, find themselves without the power to advance to other industries of work.



## The Team

**10** girls are part of the project.

## Income

Sales increased by **200%**  
in comparison to last year

## Where we have sold the jewelry:

Mexico City	Florida, U.S.
California, U.S.	Indiana, U.S.
Texas, U.S.	New Brunswick, Canada
Massachusettes, U.S.	Alberta, Canada
Illinois, U.S.	Germany
Virginia, U.S.	Moroco
Tennesse, U.S.	





# TRANSPARENCY

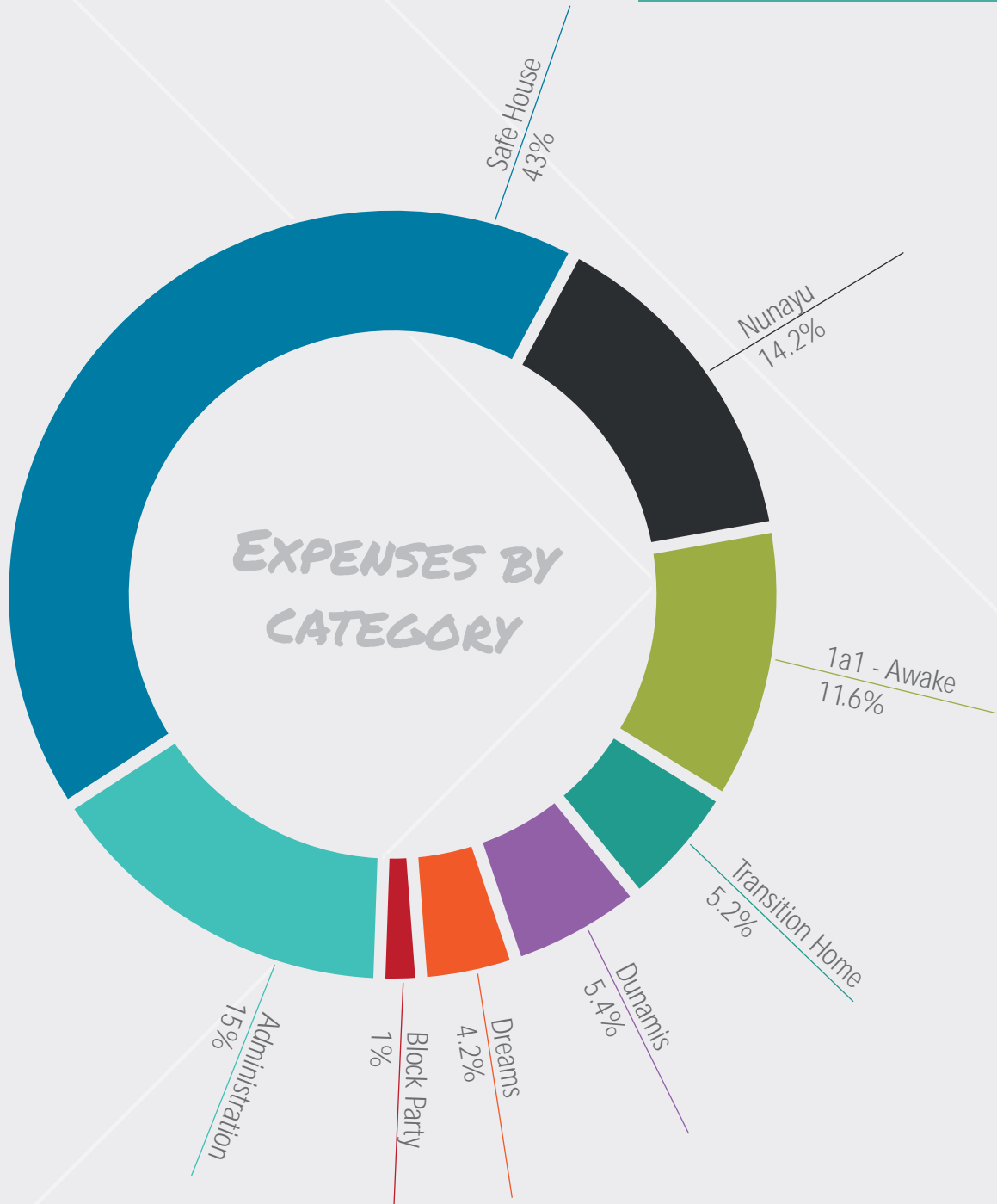
## 2017 Finances

### Detalles del Financiamiento

Total \$512,604

Ingresos nacionales 8%

Ingresos extranjeros 92%





# OUR DREAMS FOR 2018

Together we can bring more freedom and make the light visible to each victim of human trafficking. We want to continue to restore lives and bring hope.

## *Safe House*

Increase the reach and help girls within the ages of 18-21. Training the staff to give even better care.

## *Transition Home*

Have a larger space where the girls can receive even better care through a stronger and more trained staff.

## *Dunamis*

Open up an even wider range of workshops and reach more women within La Merced.

## *Dreams*

Increase our presence in more migrant stations in Mexico, Guatemala, and Spain.

## *Nunayu*

Consolidate a business plan for the project and extend personalized social attention which will increase the link between the community and the participants.

## *SAHL*

Begin with the first two generations of the culinary arts training program.

## *Block Party*

Host 10 parties this year and reach up to two additional countries.

## *Social Work*

Begin to impact the lives of consumers of prostitution and develop a plan, home by home, for our survivors to further impact their families

**"WE WERE CALLED TO  
RESPOND AND TAKE  
ACTION."**

**- BENNY + JANICE YU**

THANK YOU  
FOR YOUR SUPPORT



EL POZO  
DE VIDA